

**IN THE CLAIMS:**

Please AMEND claims 1, 8, 50, 57, and 60-61, as shown below.

1. (Currently Amended) An apparatus, comprising:

at least one processor and at least one memory including computer program code, the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to

store a set of tags and for each tag, store an associated network address, wherein each tag corresponds to a service and wherein the associated network address corresponds to a service provider of the service,

provide a user interface that enables a user to select one of the tags and cause the apparatus to initiate a connection to the network address associated with the tag,

estimate the location of the apparatus,

communicate with the network to request that the network transmit a communication that automatically alters the network address associated with a tag in dependence on the estimated location, and

automatically alter the network address associated with the tag in response to the communication received from the network.

2. (Cancelled)

3. (Previously Presented) An apparatus as claimed in claim 1, wherein the user interface has a mode where a user can cause the apparatus to communicate with the network to request transmission of the communication automatically altering the network address associated with the tag.

4. (Previously Presented) An apparatus as claimed in claim 3, wherein the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus at least to communicate with the network automatically.

5. (Previously Presented) An apparatus as claimed in claim 4, wherein the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus at least to detect a service provider of the network to which the apparatus is connecting, and to communicate with the network in response to a change in the service provider.

6. (Previously Presented) An apparatus as claimed in claim 1, wherein the tag and its associated network address are stored in the memory as a dynamic service card.

7. (Previously Presented) An apparatus as claimed in claim 1, wherein the network address associated with the tag comprises at least one of:

a telephone number;  
an email address; or  
a uniform resource locator.

8. (Currently Amended) An apparatus, comprising:

at least one processor and at least one memory including computer program code, the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus at least to

store a set of tags and for each tag, store an associated network address, wherein each tag corresponds to a service and wherein the associated network address corresponds to a service provider of the service, and

communicate at least one instruction containing a tag and an associated network address with at least one mobile communication terminal, wherein

the at least one mobile communication terminal is configured to communicate with the apparatus to request that the apparatus transmit a communication that automatically alters the network address associated with a tag in dependence on the estimated location.

9. (Previously Presented) An apparatus as claimed in claim 8, wherein the at least one instruction instructs the mobile communication terminal to automatically alter a

network address associated with a tag stored in the mobile communication terminal to the network address associated with a tag stored in the apparatus.

10. (Previously Presented) An apparatus as claimed in claim 8, wherein the at least one memory and the computer program code are further configured to, with the at least one processor, cause the apparatus at least to store a list of associated tags for one or more of the at least one mobile communication terminal, wherein

the apparatus is configured to instruct the one or more of the at least one mobile communication terminal only to alter the network addresses associated with the tags associated with the mobile communication terminal identified in the list.

11-13 (Cancelled)

14. (Withdrawn) A mobile electronic device comprising:

a memory for associating a first location with a first plurality of operating characteristics;

detection means for automatically detecting when the mobile device is at the first location;

adoption means for adopting the first plurality of operating characteristics when the mobile device is at the first location; and

a controller, for controlling the operation of the electronic device at least partially in accordance with the adopted operating characteristics.

15. (Withdrawn) A mobile electronic device as claimed in claim 14, wherein the controller is arranged to automatically adopt the first plurality of operating characteristics when the mobile device is at the first location.

16. (Withdrawn) A mobile electronic device as claimed in claim 14, further comprising means for un-adopting the first plurality of operating characteristics when the mobile device is no longer at the first location.

17. (Withdrawn) A mobile electronic device as claimed in claims 14, wherein the operating characteristics determine at least partially the form of output presentable by the electronic device.

18. (Withdrawn) A mobile electronic device as claimed in claim 17, wherein the operating characteristics define at least one of the colours, wall paper, background, or screen saver used.

19. (Withdrawn) A mobile electronic device as claimed in claim 17, further comprising an alert device, wherein the operating characteristics define at least one operating characteristic of the alert device.

20. (Withdrawn) A mobile electronic device as claimed in claim 17, wherein the operating characteristics adapts the application data available for use by the mobile electronic device.

21. (Withdrawn) A mobile electronic device as claimed in claim 20, wherein the operating characteristics include a software application.

22. (Withdrawn) A mobile electronic device as claimed in claim 20, wherein the operating characteristics include additional data for a software application.

23. (Withdrawn) A mobile electronic device as claimed in claims 14, wherein the memory is additionally arranged for associating a second location, exclusive of the first location, to a second plurality of operating characteristics, different from the first plurality of operating characteristics, and the adoption means is additionally arranged for adopting the second plurality of operating characteristics when the mobile device is at the second location.

24. (Withdrawn) A mobile electronics device as claimed in claims 14, further comprising a user interface having a display and a user input device, wherein the first plurality of operating characteristics, are themed, and define how an electronic device responds to user input.

25. (Withdrawn) A mobile electronic device as claimed in claim 24, wherein the display is for displaying a menu including a plurality of user selectable options and the user input device is for navigating the displayed menu to select an option and wherein the first plurality of operating characteristics defines a first menu, such that when a first theme is adopted, the first menu is displayable.

26. (Withdrawn) A mobile electronic device as claimed in claims 14, the operating characteristics define network addresses associated with tags identifying the network addresses.

27. (Withdrawn) A mobile electronic device as claimed in claim 26, the network address being one of:

a telephone number,

an email address;

an uniform resource location.

28. (Withdrawn) A mobile electronic device as claimed in claims 26, the tags identifying a service, wherein the mobile electronic device is arranged to contact the service using the network address associated with the tag.

29. (Withdrawn) A method of customising a mobile electronic device, comprising the steps of:

associating a first plurality of operating characteristics for the mobile device with a first location;

detecting the location of the mobile electronic device;

adopting the first operating characteristics in the mobile electronic device when it is located at the first location; and

controlling the operation of the mobile electronic device at least partially in accordance with the adopted operating characteristics.

30. (Withdrawn) A data structure comprising a first plurality of operating characteristics for controlling the operation of a mobile electronic device as claimed in claim 14.

31. (Withdrawn) A computer program product comprising programming instructions for performing the method as claimed in claim 29.



32. (Withdrawn) A computer program as claimed in claim 31, embodied on a record medium.

33. (Withdrawn) An electronic device, having a plurality of user selectable options, comprising:

a user interface having a display and a user input device;

a memory for defining a first theme and a second theme, wherein the

first theme defines how an electronic device is controlled by the user input to select an option when the first theme is adopted by the electronic device and the second theme defines how an electronic device is controlled by the user input to select an option when the second theme is adopted by the electronic device;

selection means for selecting said first theme or said second theme for adoption by the electronic device; and

a controller, for controlling the operation of the electronic device at least partially in accordance with the adopted one of the themes.

34. (Withdrawn) An electronic device as claimed in claim 33, wherein the display is for displaying a menu including a plurality of user selectable options and an user input device is for navigating the displayed menu to select an option and wherein the first theme defines a first user selectable menu and the second theme defines a second,

different, user selectable menu such that when the first theme is adopted, the first menu is displayable and when the second theme is adopted, the second menu is displayable.

35. (Withdrawn) An electronic device as claimed in claim 33, wherein the first theme defines a first plurality of operating characteristics including a first user selectable menu structure and the second theme defines a second plurality of operating characteristics including a second, different, user selectable menu structure.

36. (Withdrawn) An electronic device as claimed in claim 35, wherein the operating characteristics determine at least partially the form of output presentable by the electronic device.

37. (Withdrawn) An electronic device as claimed in claim 36, further comprising an alert device, wherein the operating characteristics define at least one operating characteristic of the alert device.

38. (Withdrawn) An electronic device as claimed in claim 34, wherein the operating characteristics controls at least partially the applications provided by the device.

39. (Withdrawn) An electronic device as claimed in claim 38, wherein the operating characteristics include a software application.

40. (Withdrawn) An electronic device as claimed in claim 38, wherein the operating characteristics include additional data for a software application.

41. (Withdrawn) A mobile electronic device as claimed in claims 14 wherein the selection means for selecting said first theme or said second theme for adoption by the electronic device comprises:

means for associating the first theme with a first location;

means for determining the location of the electronic device; and

means for adopting the first theme when the electronic device is located at the first location.

42. (Withdrawn) An electronic device as claimed in claim 41, further comprising:

means for associating the second theme with a first location; and

means for adopting the second theme when the electronic device is located at the second location.

43. (Withdrawn) A mobile electronic device as claimed in claims 14 wherein the selection means for selecting said first theme or said second theme for adoption by the electronic device is responsive to the user input device.

44. (Withdrawn) A method of customising the manner in which an electronic device, having a plurality of user selectable options, is controlled by a user to select an option, comprising the steps of:

providing a first theme defining how an electronic device is controlled by a user to select an option when the first theme is adopted by the electronic device;

providing a second theme that defines how an electronic device is controlled by the user to select an option when the second theme is adopted by the electronic device;  
and

selecting the first theme or the second theme for adoption by the electronic device.

45. (Withdrawn) A data structure comprising a first theme for controlling the operation of an electronic device as claimed in claim 33.

46. (Withdrawn) A computer program comprising programming instructions, for performing the method as claimed in claim 44.

47. (Withdrawn) A computer program product as claimed in claim 46, embodied on a record medium.

48. (Withdrawn) A mobile electronic device, having a plurality of user selectable options, comprising:

a user interface having a display and a user input device;

a memory for associating a first theme with a first location, wherein the

first theme defines how an electronic device is controlled by the user input to select an option when the first theme is adopted by the electronic device;

detection means for automatically detecting when the mobile device is at the first location;

selection means for selecting said first theme for adoption by the electronic device when the mobile device is at the first location; and

a controller, for controlling the operation of the electronic device at least partially in accordance with an adopted theme.

49. (Withdrawn) A method of customising the manner in which an electronic device, having a plurality of user selectable options, is controlled by a user to select an option, comprising the steps of:

providing a first theme defining how an electronic device is controlled by a user to select an option when the first theme is adopted by the electronic device;

detecting when the mobile electronic device is at a first location; and  
adopting the first theme when the mobile electronic device is located at the first location.

50. (Currently Amended) A method, comprising:

storing a set of tags and for each tag, storing an associated network address,  
wherein each tag corresponds to a service and wherein the associated network address corresponds to a service provider of the service;

providing a user interface that enables a user to select one of the tags and cause a mobile communication terminal to initiate a connection to the network address associated with the tag;

estimating the location of the mobile communication terminal;

communicating with the network to request that the network transmit a communication that automatically alters the network address associated with a tag in dependence on the estimated location; and

automatically altering the network address associated with the tag in response to the communication received from the network.

51. (Previously Presented) A method as claimed in claim 50, further comprising:

estimating the location of the mobile communication terminal, wherein

the mobile communication terminal is configured to communicate with the network to request the network to transmit a communication automatically altering the network address associated with a tag in dependence on the location estimated by the mobile communication terminal.

52. (Previously Presented) A method as claimed in claim 51, wherein the user interface has a mode where a user can cause the apparatus to communicate with the network to request transmission of the communication automatically altering the network address associated with the tag.

53. (Previously Presented) A method as claimed in claim 52, wherein the mobile communication terminal communicates with the network automatically.

54. (Previously Presented) A method as claimed in claim 53, further comprising:

detecting a service provider of the network to which the mobile communication terminal is connecting, and to communicate with the network in response to a change in the service provider.

55. (Previously Presented) A method as claimed in claim 50, wherein the tag and its associated network address are stored as a dynamic service card.

56. (Previously Presented) A method as claimed in claim 50, wherein the network address associated with the tag comprises at least one of:

a telephone number;

an email address; or

a uniform resource locator.

57. (Currently Amended) A method, comprising:

storing a set of tags and for each tag, storing an associated network address, wherein each tag corresponds to a service and wherein the associated network address corresponds to a service provider of the service; and

communicating at least one instruction containing a tag and an associated network address with at least one mobile communication terminal, wherein

the at least one mobile communication terminal is configured to communicate with a network to request that the network transmit a communication that automatically alters the network address associated with a tag in dependence on the estimated location.

58. (Previously Presented) A method as claimed in claim 57, wherein the at least one instruction instructs the mobile communication terminal to automatically alter a network address associated with a tag stored in the mobile communication terminal to the network address associated with a tag stored in a network element.



59. (Previously Presented) A method as claimed in claim 57, further comprising:

storing a list of associated tags for one or more of the at least one mobile communication terminal, and

instructing the one or more of the at least one mobile communication terminal only to alter the network addresses associated with the tags associated with the mobile communication terminal identified in the list.

60. (Currently Amended) A computer program embodied on a non-transitory computer-readable storage medium, the program configured to control a processor to:

store a set of tags and for each tag, store an associated network address, wherein each tag corresponds to a service and wherein the associated network address corresponds to a service provider of the service;

provide a user interface that enables a user to select one of the tags and cause a mobile communication terminal to initiate a connection to the network address associated with the tag;

estimate the location of the mobile communication terminal;

communicate with the network to request that the network transmit a communication that automatically alters the network address associated with a tag in dependence on the estimated location; and

automatically alter the network address associated with the tag in response to the communication received from the network.

61. (Currently Amended) A computer program embodied on a non-transitory computer-readable storage medium, the program configured to control a processor to:

store a set of tags and for each tag, store an associated network address, wherein each tag corresponds to a service and wherein the associated network address corresponds to a service provider of the service; and

communicate at least one instruction containing a tag and an associated network address with at least one mobile communication terminal, wherein

the at least one mobile communication terminal is configured to communicate with a network to request that the network transmit a communication that automatically alters the network address associated with a tag in dependence on the estimated location.